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From: Kuruc, Nick
Edited: 9/29/97 8:54
Subject: Amerada Hess Corporation

To: All Retail Managers With Responsibility For Hess Mart (Chain ID's 0353-03- 01 through 08)

RE: APD and DORAL Savings Display Installation

A recent Hess Field Trip by Charlie Iszard indicated the following problems with regard to installation of the DORAL Savings Display:

[] Some stores have more than 16 facings on the backbar display. All displays should have 8 facings of DORAL and 8 facings of SIGNATURE. DORAL should be on the top shelf.

[] Some stores are still using the DORAL Enhanced display. Most likely these locations have not yet received the new display.

Due to a non compliance issue with the Philip Morris Masters Program I need your assistance in ensuring that the Savings display has the allotted 16 facings. We should have no more than 32 total brand facings (16 Full Price/16 Savings). Please check with your Retail Reps to confirm this amount for all Hess Mart Locations. In any of those locations that exceed 32 facings, an immediate change should be made to conform with our agreement.

□When all stores have the proper display placed, throughout your Division, please E Mail me with confirmation of completion.

Source: https://www.industrydocuments.ucsf.edu/docs/skxy0000